



CASE STUDY  
Insurance Telematics

# INTEGRATING LEADING CORE INSURANCE WITH INSURANCE TELEMATICS

MOTION-S

## **HELPING INSURERS TO BENEFIT FROM TURNKEY TECHNOLOGY IN THE MOBILITY ECOSYSTEM**

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Telematics has paved the way for usage-based insurance, making a huge impact on premiums and how they are calculated. The benefits of dynamic pricing models multiply when insurers do not try to build their own but rather source the data and knowledge from an ecosystem. However, open and flexible core systems are a prerequisite.

## **A PARTNERSHIP TO COMBINE THE BEST OF TWO WORLDS**

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Motion-S' telematics platform ensures all the benefits of accurate risk profiling while AdInsure's open architecture and flexible product configuration options facilitate product digitalisation. Merging the two is the beginning of the creation of effective ecosystems.



Adacta is a leading software provider for the insurance industry. Its insurance platform – AdInsure – provides Life and P&C insurers with a future-proof way to streamline their operations and processes. Since 1989, Adacta has spent decades helping insurance organizations grow their digital capabilities and drive increased profit. Their mission is simple: Empower tomorrow's industry leaders to realize their potential through technology.

The AdInsure insurance platform is the digital foundation your business needs to keep up with industry changes. It connects and supports all your teams, helping you work smarter, launch products faster, and provide modern customer experiences.

<https://www.adacta-fintech.com/>

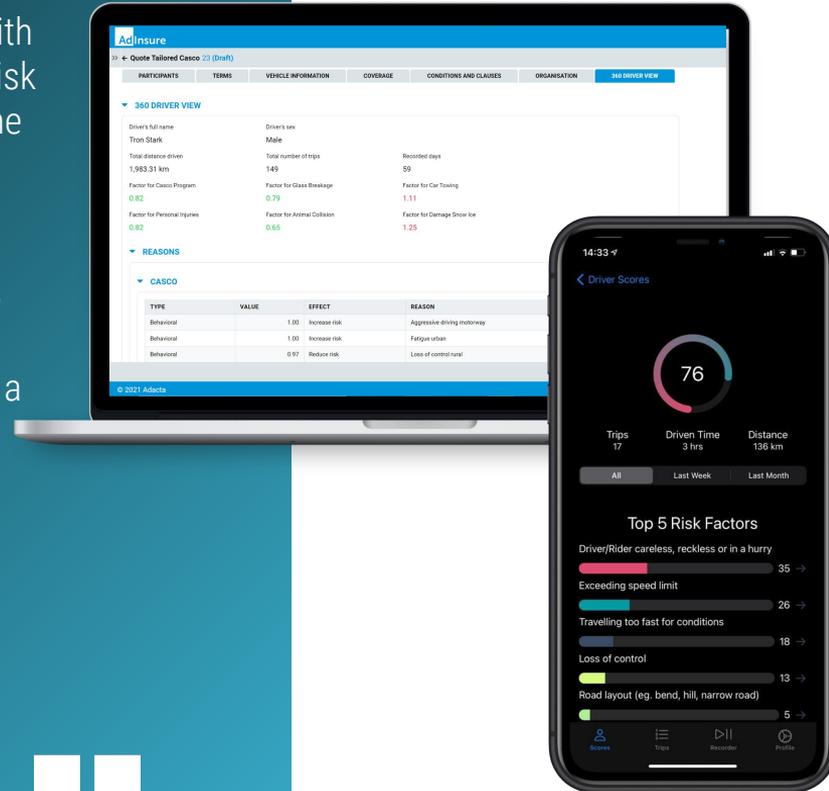
## INTRODUCING DYNAMIC PRICING & LOYALTY CONCEPTS

In 2021, Adacta and Motion-S had started working on a proof-of-concept focusing on the CASCO motor insurance product with premium adjustment based on information required from the client risk profile. Coverages for selected clients have been tailored based on the client risk profile.

Since then Adacta and Motion-S teamed up to provide solutions to insurance companies to benefit from tailored quoting, more accurate risk assessment, enriched claims contextualization, improved fraud detection, increased retention rates, additional touchpoints to create a continuous communication channel with customers, and more sales opportunities, such as cross- and upsell of other life and non-life insurance products.

“ We’ve built AdInsure with connectivity in mind and are already looking forward to seeing all the ways our clients will benefit from our newest partnership. Motion-S is a leader in its field and we are extremely happy their solution will enrich our platform.

Boris Bajic, CEO at Adacta



# MOTION-S

4, Avenue des Bains

L-5610 Mondorf-les-Bains

[www.motion-s.com](http://www.motion-s.com)  [info@motion-s.com](mailto:info@motion-s.com)

